

Leisure Line

-NOVEMBER 1991

THIS GAME HAS REALLY GOT LEGS.

SPIDER-MAN

the VIDEOGAME



SUB-MARINER



HAWKEYE



BLACK CAT

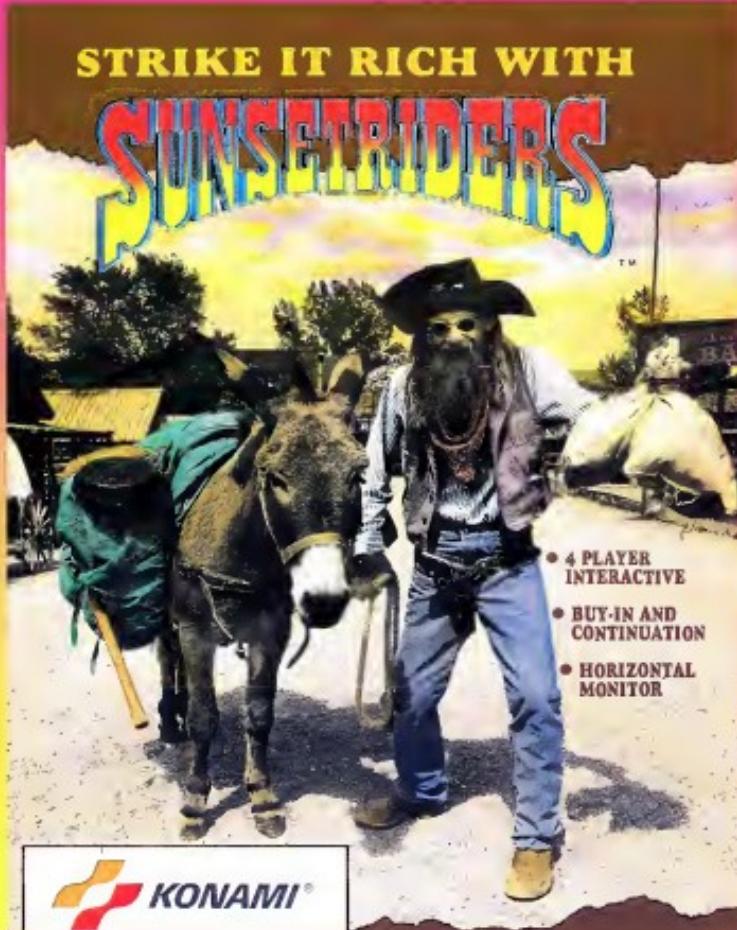


SEGA

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STRIKE IT RICH WITH

SUNSET RIDERS



Player Controls
Are:
**1. 8-way
Joystick**
**2. Buttons:
Shoot Jump**



- 4 PLAYER
INTERACTIVE
- BUY-IN AND
CONTINUATION
- HORIZONTAL
MONITOR



The west just got wilder in Konami's action adventure **SUNSET RIDERS**. Saddle up and get ready for a gun-smoking romp through the legendary old west.

You are a bounty hunter in the old west, out to catch the most elusive outlaws of the time. You will be handsomely rewarded for finding villains like Simon Greedwell, the sneaky cattle-stealing ranch owner; Hawkeye Hank Hatfield, the quick-draw outlaw in all states; Chief Scalp 'Em, the knife-wielding Indian; the evil, bomb-happy Smith Brothers, Paco Loco, the mad Indian brave; and Sir Richard Rose, the nefarious double-crossing land baron, to name just a few. Armed with one pistol and sheer bravery, you must seek out information leading to these desperados.

These varmints will have you chasing them on foot and on horseback through old west towns, following stagecoaches and trains, through Indian villages, forests, and plains. You've got to be quick on the draw and light on your feet - the outlaws' henchmen are everywhere. Also watch out for the many perils of the trail, including occasional bull stampedes! Bonus stages are included so you can brush up your sharp-shooting. You can pick up weapons for quick draw and two guns, as well as earn extra bounty money. The hazards of the job are great, but the rewards are many.

Check out the realistic scenes, local colour, humour and non-stop action in the best showdown in the west. Come and join Konami's daring bounty hunters, the **SUNSET RIDERS!**

This product is marketed and sold in Australia under an exclusive licence held by AVEL Pty Ltd
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EDITORIAL

Exclusive Rights

Are we better off without them?

EXCLUSIVE RIGHTS has become a very controversial issue and those who are against it say that Operators would benefit with no Rights because it will reduce the cost of games. If there were no Exclusive Rights to products in Australia and Operators could purchase them direct from overseas suppliers, then certainly, there would be some savings but it is doubtful whether the saving would be as great as some industry sources are reporting.

To take advantage of the lower prices, Operators would either establish a Letter of Credit in favour of the overseas supplier or pay cash in advance. The question remains as to whether there would be any warranty on goods supplied from the foreign country and even if there is, would it be practical to send boards back to Hong Kong or Japan for repairs.

Furthermore, would the overseas distributor be able to provide the same level of service as the Australian distributor? Would there be parts available and how long would it take to supply parts from countries such as USA, Japan and Hong Kong?

If Operators could buy from overseas suppliers, the chances are that they would have to buy the games in quantity as it may not be practical for the supplier to deal with one game at a time. This means the Operator would have to take more risks than would be

necessary with a local distributor.

Overseas suppliers who are selling games all around the world are obviously handling much larger quantities than the Australian distributors who are usually restricted by the manufacturer to only sell the product within Australia and New Zealand. This means that the overseas supplier can work on a much lower profit margin than the Australian distributor. This raises the question of whether the Australian Distributor would be able to compete in the long term and if not, would it mean that the distribution system as we know it in this country, may disappear. If this happens, would the Operator be able to obtain the products and services they require?

Another aspect which is of concern to some Operators is the proliferation of product which might occur in a totally open market situation. It is likely that the quantities of individual games imported into Australia will increase and this may have an adverse affect not only on resale value, but also on the takings of individual games on location.

SUMMARY

On the upside there is the prospect of cheaper games but maybe not as cheap as some Operators would expect.

On the downside, there is the possibility of a decline or eradication of distributor

services, lower resale values and lower earnings from individual games.

The case currently before the Federal Court may determine whether the Copyright is enforceable in relation to PCBs where the game images are generated from software contained in integrated circuits. Regardless of the outcome of this case, it will not affect Exclusive Rights in relation to other types of amusement games such as laser disc games, pinballs and dedicated games generally where software is in the form other than an integrated circuit or where Copyright is vested in images and graphics which are not generated from software. The 'Circuit Layout Act' which is being argued in the Federal Court deals only in relation to games which are generated from software contained in integrated circuits which are eligible layouts within the meaning of the Act.

No doubt the Court will unravel the legal ramifications for Exclusive rights on some products but the industry ramifications will only be determined in the course of time.

**It's the
games that
LAI reject
that makes
LAI the BEST**

CAPTAIN COMMANDO

Introducing the latest in the Capcom
ACTION series. Prepare to be blown
away as **CAPTAIN COMMANDO**

Following in the footsteps of such acknowledged masterpieces as Final Fight II, Capcom has full confidence that **CAPTAIN COMMANDO** will be the immediate favourite of action lovers the world over. Fight till you drop then fight some more as **CAPTAIN COMMANDO** and his three companions Mack the Knife, Ginzu the Ninja and Baby Head, attempt to reclaim the world for peace-loving citizens. He and his companions all have very special abilities... and they'll need them.

sweeps the globe.

ANOTHER
BLOCKBUSTER
FROM CAPCOM



4 Player Simultaneous Game

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JAPANESE JAMMA SHOW

The Annual Trade Show sponsored by the Japan Amusement Machine Manufacturers Association (JAMMA) was held at Tokyo's Ryutsu Centre on October 2nd - 3rd. The Show followed the American AMOA Show which was held in Las Vegas only 3 weeks earlier. In contrast to the Las Vegas Show where attendances appeared to be down, the JAMMA Show in Tokyo was over-flowing with people on the first day.

The Japanese Amusement Industry seems to be very buoyant and there seems to be an enormous amount of interest in new product released by the major manufacturers.

Even the number of foreign visitors appeared to be down on previous years. Those attending from Australia included Bruce Colbourne, Michael Solomon and Michael Elia from AGL. Greg Maratheftis from Gottlieb Electronics and Eddie Cochrane and Malcolm Steinberg from Leisure and Allied Industries. There was a larger contingent of our Kiwi cousins including Gary Walker from Coin Cascade, Ian Brookings from J & R Amusements, Dave Sloan and Leslie Dick from the Logic Workshop, Ralph Taigel of Automatic Enterprises and Roger Newman of Amco Machines suppliers.

Being so close after the American AMOA Show, there was not a lot of product that we didn't report on last month but there were a few interesting pieces worth considering.

NAMCO

The hit of the show was a product developed by Namco which is not actually an

amusement game. It is a driving simulator which was developed for the giant Mitsubishi Corporation by Namco engineers and you really have to drive the simulator to appreciate just how complex and advanced the technologies involved really are. Using Polygon graphics, the simulator allows the driver to experience a real life driving situation right from basics like ensuring car is in neutral or the parked position, starting the engine, placing the car into gear, releasing the hand brake and driving away. There are 3 routes which the driver can select and the driver must follow instructions which are part of the video presentation. The driver must be alert for not only other vehicles but pedestrians which often cross the road in front of the driver's vehicle. Even waiting at the traffic lights is simulated perfectly. If you take your foot off the brake, the car creeps forward but if you apply the hand-brake, it stops.

At a cost of \$150,000, the Mitsubishi Driving Simulator is an expensive item and may only be affordable by the driving schools in Japan. It is the most impressive product which demonstrates the high level of technology that Namco has developed.

Namco has also developed another Space ship Flying Simulator call "Solvalou". It is a difficult game to describe but those operators that have been in the industry for several years, may understand if we describe it as a 3-Dimensional



Namco's new Solvalou



Namco's new Mitsubishi Driving Simulator.

Continued over.....

"Xevious". The game is housed in an attractively designed sitdown cabinet and features the parabolic mirror system which was developed by Namco for the "Starblade" game which we reported on last month. "Solvalou" is a very impressive game graphically and although no income reports are available, most visitors to the Show thought it was going to be an above average game particularly based on Namco's reputation for producing fine arcade equipment.

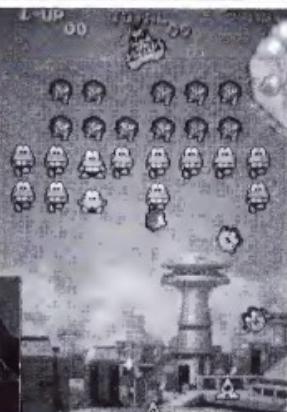
Although Namco's "Steel



"Gunner" game was only recently released in Australia, the JAMMA Show featured a prototype of their soon to be released "Steel Gunner II". Although the original "Steel Gunner" was considered to be a very good 2 player gun game, the part 11 version appears to have far more advanced graphics and more waves to the game. This product should be available early in the new year and seems likely to be yet another very good gun game from Namco.

Namco also featured two new conversion games, the first of which is titled "Cosmo Kids". It can best be described as a

JAPANESE JAMMA SHOW Continued.....



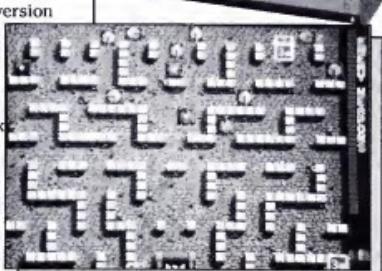
Cosmos Kids

"Space Invader" style game featuring the characters from the Electro-mechanical game "Cosmo Gang" in video presentation. Graphically, it is a very good presentation and

Namco also showed a new "Whack" game which has a Japanese title that can't be reproduced in English. It is similar in presentation to the classic "whack" games such as "Sweet Lips" "Whack-a-Croc" "Whack-a-Mole" and so on. This new game has the characters moving from side to side rather than backwards and forwards as they did in the "Whack-a-Croc" game. This type of game format has always worked reasonably well in arcades and leisure centres.



Whack



Tank Assault

perhaps the market may be ready for a return of the "Space Invader" style format.

Namco's second conversion offering is titled "Tank Assault" which again is a return of the old format type Tank games. Up to 4 players can participate in a tank battle conducted through a series of mazes and a number of different waves. Nobody can be sure as to whether the market is ready for this type of game configuration but being a 4 player unit, it just might make the grade.

Continued over.....

SEGA

Most of the products on the Sega stand were displayed at the AMOA Show in Las Vegas 3 weeks earlier and reported in the October issue of Leisure Line. They did show a prototype of a new linkable driving game called "Exhaust Note" which allowed up to 4



linked together in *Exhaust Note* in a Formula 1 style race presentation. There has been a flood of driving games into the market place during the last few months and this will need to be a hot game for Sega if it is going to make an impression. Graphically, it looks excellent and those operators who can remember Sega for outstanding driving games like "Outrun" and "Super Monaco GP", will probably give this product a try.

A lot of attention was given to Sega's latest conversion game "Spiderman".

JAPANESE JAMMA SHOW Continued....

which has 2 alternating modes - "Big" and "Wide". The "Big" mode has large on screen characters allowing you to enjoy life like and thrilling action and the "Wide" mode enables you to move characters freely around on a broad playfield of 360 degrees of fantastic fun. Up to 4 persons may play simultaneously or they can also jointly pursue the opposition as a team. You can select any one of the 4 characters, each with a different attacking strategy "SPIDERMAN", "SUB-MARINER", "BLACK CAT", and "Hawkeye". Presented in a comic book fashion by means of voice balloons, sound effects and voices which are utilized when you and the enemy bosses speak, a feature which is sure to greatly enhance the machine's appeal. Initial test reports coming back from the United States and Europe indicate this

game has had several weeks of solid income testing which indicates that this could well be a strong 4 player game from Sega.

KONAMI

Konami which is famous for recent block buster games like "Teenage Mutant Ninja Turtles" and "The Simpsons" showed two new conversion games which looked very interesting. Their latest 4 player fighting

STRIKE IT RICH WITH
4 PLAYERS INTERACTIVE
EATERS AND CONTINUATION
WILD WEST
KONAMI

THIS GAME HAS REALLY GOT LEGS.



game with a Western theme is called "Sunset Riders". Initial tests carried out in the United States, Europe and Australia indicate that this game is a strong performer and is likely to enhance Konami's reputation as a producer of fine games.

The second offering from Konami is a space fighting game called "Kexex". The player can select from an arsenal of 7 different weapons to fight out a space battle in an impressive graphic presentation. The only draw-back is that it appears to be a one player game although it may be produced as a 2 player game for the export market.

Continued over.....

Pictured below
is the second
offering from
KONAMI



JAPANESE JAMMA SHOW Continued....

cartoon
character fighting
game called
"PULIRULA". We
have no test

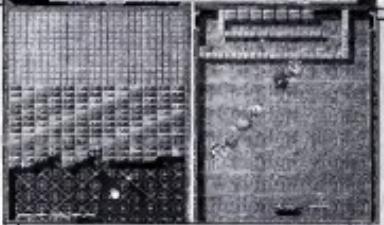
Commando. This game incorporates many of the great features of "Street Fighter II" and with two additional players, it could well be a big income earner.

Capcom also bowed a new block/puzzle game simply entitled "Block Block". The game is designed in the classic "Breakout/Tetris" style which has been a very popular



CAPCOM

Capcom Corporation of Japan has established a strong reputation for outstanding conversion games. The recent "Street Fighter II" followed by the chart busting "The King of Dragons" will soon be followed by another outstanding 4 player game entitled "Captain



format in Asia but not that big a deal in Australia. Although the game has already been labelled for the Asian market, Capcom have not yet decided whether it will be released in Australia.

TAITO

Only two new conversion games were shown from this prolific game producer and again, it was probably too soon after the AMOA Show in Las Vegas. The first is a

CAPTAIN COMMANDO

Introducing the latest in the Capcom ACTION series. Prepare to be blown away as CAPTAIN COMMANDO sweeps the globe.

COMING SOON

A 4 Player StreetFighter style game.

TAITO PULIRULA



information about this product but the characters seem to indicate that it is more of a children's game and there is some doubt as to whether it may be suitable for the Australian market.

A more traditional style game from Taito is called "Metal Black".

The Ultimate Weapon For Peace

Basic proportions re complete.
We will not retreat.



Continued over.....

A space game with exciting new graphics with an amazing feeling of presence. In the bonus stage, the player goes into Lead Computer Optical sight mode in which the cursor is locked on. On this stage, additional missiles are supplied and the player will see until the enemy is downed. The game operates with an 8 way joystick to control the battleship with two fire buttons. Button "A" is used for normal shots. The player can pick up the power-up capsules to gain energy for special light-wave shot. Press "B" button to release accumulated power for a special light wave shock and give ultimate damage to the enemy.

NEO GEO

SNK Corporation added to their extensive library of more

THRASH Rally

than 24 Neo Geo games with two new offerings taking the total to 26. Firstly, the two player driving game called "Thrash Rally". Stimulating a cross-country car rally, the players compete for position over tough terrain in a variety of weather conditions.

The second offering is a new fighting game called "Robo Army" where the players control robots fighting a futuristic war. Both of these games look good but its early days yet and no test information was available at the time of publication.

Apart from the large library of games available, Neo Geo also

JAPANESE JAMMA SHOW Continued....

have the advantage of their games costing around one third of the cost of conventional PCB games. This makes the investment return rate a lot faster and the game rotation process, much less expensive.

DATA EAST

The main focus from Data East was on their latest conversion game based on the Marvel comic strip characters from "Captain America" and "The Avengers". The game which is available in both a 2 player and 4 player version features

"screen" items to throw at the enemy. Data East have high hopes for this product in the



an 8-way joystick with two buttons for "attack" and "jump". With the buy-in features, the 2nd player can join in mid-

game on the 2 player version and on the 4 player version, the 2nd, 3rd and 4th player can join during the game. Special features include the ability to pump the joystick twice to make a running charge at the enemy, press "attack" button while charging to tackle the enemy and press "jump" button and character can pick up "on-

U.S. market where marvel comic strip characters like "Captain America", "Hawkeye" and "Ironman" are very popular.

The second offering from Data East is another conversion game called "Tumblepop". The Company describes the product as "alien chasing, mutant busting, tumble-popping action". The game features two player simultaneous play or second player mid-game participation. The controls include an 8-way joystick with two buttons, "Attack" and "Jump". The world is being overrun by a calamity of nasties and somebody has got to clean up! It looks like a job for the "Tumblepoppers", with their megga-powered vaculators, they set out on a mission of truth, justice and good clean fun!

Continued over.....

PUT BIG TIME PROFITS IN YOUR CORNER.



WWE WRESTLEFEST

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Pictured below
is the second
offering from
DATA EAST

JAPANESE

JAMMA SHOW Continued....



No income reports were available on this product so it is anyone's guess at this stage.

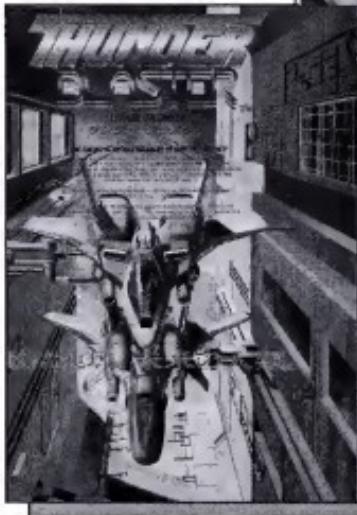
IREM

Irem Corporation continues to produce game software with some recent successes including "Gun Force" which was released in Australia earlier this year. Their latest release is entitled "Thunderblaster".

The enemy is future mankind of another planet! There exists another terrestrial globe in the extra-dimension of space. The battle which has occurred on this globe spread out of control and into the atmosphere. For use of the prohibited re-active weaponry and extra-dimensional ordinance, the Ecosystem of the planet was destroyed and the name of the planetary space was metamorphosed. The extra-terrestrials

programmed a definite plan for invading our planet in their military computer. A good theme plus lots of action could make this better than average game but it still early days and it may not be released for several weeks. The second offering from Irem is entitled "GALLOP". An evil spirit grips the city with fear by night and strikes terror into the hearts of the people. In order to maintain public order, freedom and peace for the future generations, a steel space-ship was sent with an iron will and emerald flames as it roared in the darkness of the city.

The game features an 8-way control joystick with two buttons, one each for the bulkan missile and the "lock-on-laser".



PRIZE REDEMPTION EQUIPMENT

Prize

Redemption appears to be the tastiest growing sector of the Amusement Machine Industry in Japan. Three years ago, it was practically non-existent and now all the major manufacturers are featuring prize redemption equipment ranging from Skill Tester type machines, ticket dispensing games and even quasi gambling games



which payout tokens instead of cash. Income levels on this type of equipment in Japan is substantially higher than video or pinballs and this type of product is keenly sought after by arcade operators.

Overall, in terms of product, the Show was not up to its usual standard because it was preceded by the American AMOA Show just 3 weeks earlier. Next year, the Japanese JAMMA Show will be held in August so it will become the first show of the new season.

How to Give Life to an OLD MACHINE?

Surgery and advanced medical technology gives life to a woman's face, from a horrid looking face to a beautiful Marilyn Monroe face. Water, sunshine and fertiliser gives life and growth to an old dying plant, whilst the special love and attention of a young wife, makes an older man yearn to go on living and enjoy life to the fullest.

What about an old machine, how do we give life to it? What are some factors we have to consider before deciding to give it life?

PHYSICAL APPEARANCE

If we believe that the machine will still look an old machine after refurbishment and will not have the same public appeal that it used to have, then we should not bother to give it life - "let it die". On the other hand, if the main frame or cabinet is solid and its overall appearance is quite acceptable, a few cosmetics may do the trick to help us achieve the results we are aiming for.

One of the major items that makes an old machine live again is the use of a proper game name mylar. The control panel polycarbonate or perspex is likewise imperative. Sometimes, the side decals are sufficient to bring the game to life and at times, by simply using Neon to indicate the name of the game, is enough to make passers by

BY JUAN URIBE

give her a second look. Because you can see how attractive she is from a distance, you will be tempted to go near her and play her. Yes, don't let her sit in the dark, just light one "little candle" and she'll have the glow of life!

COMMERCIAL VALUE

I remember a friend who was a bit sentimental about his old car. He told me that it has been with him for quite a while and he just couldn't part with it. He then decided to have it repaired and replace the bits and pieces, which cost him a lot of money. After all the repairs and attempts to prolong its life, it still caused him considerable trouble and money, so recently, he finally let go.

Where business is concerned, however, we cannot afford to be sentimental about an old machine - our main consideration should be profit not sentiment. Hence, before we even attempt to resurrect a machine, a diligent study of the approximate costs of parts and labour should be done and whether or not the costs of repairs are more expensive than its new replacement value.

ADDED FIXTURES

A piece of cake looks plain and unattractive without icing and decorations on top of it. A

steak does not taste as good, without gravy on it. Likewise, some old machines only need a bit of icing and gravy to give them life.

Some old machines need just a ticket dispenser, to be able to produce the excellent results we are all looking for, i.e. money in the cash box.

Playing instructions or any other info do magic to an old machine. We all know that most customers do not read the playing instructions, but we cannot say that none of the players read the playing instructions. It has been proven that machines with good appearance and proper playing instructions give out higher income than the same machine that lacks presentation and "little things" like playing instructions.

A multi-coin electronic acceptor is another fixture that gives life to some old machines, especially on street locations where availability of change is restricted.

Let us always remember, that life to a musician is his music, life to a race driver is his car, life to an industry like ours, are the amusement machines... So stand back and look at your machines - do they need a "Face Lift"?

Giving life to an old machine is one part but professionalism is the biggest part, the key to the success of your business.



POLICE

A Letter of Thanks

John Oewig
Leisure and Allied Industries

Dear John,

I would like to thank you on behalf of the Police/Schepis Employment Program and the Safety House Committee of Australia, for your support during the recent Royal Melbourne Show, 1991.

The donation of your machine, "Winning Run", was a major fund raising contributor for the Safety House Committee, which is greatly appreciated. The machine was a highlight of our display. It was not only popular with the children, but also parents (adults) to mention the Police).

I would also like to thank you for the sign that you had made. It added a most professional touch to the display.

Once again, I would like to thank you and your company for your tremendous support.

Yours Sincerely
John STYLES Sir Sgt ISAFD

*Fun for
young
& old*

*Kids
Love
It*

*High
earning
Prize
Redemption
Game*

*Available
NOW*

COCO THE CLOWN

Grand Prize Game



FEATURES:

- State of the art electronic scrolling display • Multi electronic coin mechanism
- Catchy attractive music and voice features • Ticket dispenser fitted
- Constructed from 18mm raw form ply with double laminate
- Attractive colours and presentation
- Flashing lights complement artwork and game play
- Machine designed for low maintenance with relatively few moving parts
- Simple access into all serviceable parts • Easy to read, simple instructions
- Cabinet folds for game transportation
- Cabinet can easily be moved on lockable swivel castors fitted to base

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AN INFINITE DISTANCE PROJECTION SYSTEM!!

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HYPER-ENTERTAINMENT MACHINE



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THE
STEREOSCOPIC
VISION

NEW

STARBLADE'S FANTASTIC FEATURES!

- SUPERCHARGED REAL TIME 3-DCG!
- BY EMPLOYING AN INFINITE DISTANCE PROJECTION SYSTEM, THE VASTNESS OF SPACE IS EXPERIENCED PLAYERS CAN ENJOY EXCITING SPACE BATTLES WITH A FEELING OF LIVE ACTION TRADITIONAL GAMES DO NOT HAVE.
- 4-CHANNEL SURROUNDING SYSTEM IS MOUNTED! THE SOUND WHICH ECHOES THROUGH THE PLAYER'S BODY SURROUNDS THE PLAYER IN THE WORLD OF STARBLADE.

SPACE WARS WITH A LOT OF "FORCE".



GIANT BATTLESHIP APPEARS,
LOOKS LIKE A TOUGHER BATTLE
THAN EXPECTED



VILLAGE AREA AT SURFACE LEVEL
ENEMY FIGHTERS SUDDENLY APPEAR
FROM THE RAVINE



THE BATTLE BEGINS ON THE
ENEMY PLANET

photo indicative only

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NAMCO DOMINATES Dedicated Games

Namco Limited of Japan, one of the world's major producers of dedicated games, has been dominating the market, particularly in Japan.

According to the authoritative Trade Newspaper "Game Machine", of Japan, the top 6 games to the 1st of October survey were Namco "Starblade", Namco "Drivers Eyes", Namco "Final Lap 2" Dlx, Namco "Final Lap 2" Std. Namco "Golly Ghost" and Namco "Steel Gunner".

"Final Lap 2" has dominated the top positions for the last 6 months and later releases such as "Drivers Eyes", "Starblade" and "Golly Ghost" have joined the top numbers recently.

Namco is famous for its driving, flying and shooting games. Their driving game success started with a game called "Pole Position" which was followed by a series of driving games including "Final Lap", "Winning Run", "Winning Run Suzuka", "Final Lap 2" and "Drivers Eye". Their shooting games date back as far as "Shoot-away", "Cosmo Gun" and more recently with video shooting games like "Steel Gunner" and "Golly Ghosts". Their flying simulator games have also been strong including such greats as "Metal Hawk" and the recently released "Starblade" and "Salvalou".

The success of Namco in dedicated games must be related to the fact that they operate more than 250 leisure centre locations in Japan. With that kind of front line experience, they can use their own locations for testing and market research. Namco recognise that they are in the entertainment business and therefore the standard of the attraction is what really counts.

Leisure Line congratulates Namco on becoming one of the

world's finest producers of dedicated Leisure Centre games.

1 - スターブレード (ナムコ)
Starblade (Namco) 9.25

2 1 ドライバーズアイ (ナムコ)
Driver's Eye (Namco) 9.00

3 2 ファイナルラップ 2 (デラックス) (ナムコ)
Final Lap 2 (Deluxe) (Namco) 8.69

4 3 ファイナルラップ 2 (スタンダード) (ナムコ)
Final Lap 2 (Standard) (Namco) 7.88

5 4 ゴーリーゴースト (ナムコ)
Golly Ghost (Namco) 7.82

6 6 スティールガンナー (ナムコ)
Steel Gunner (Namco) 7.18

7 5 ラッドラリー (セガ社)
Rad Rally (Sega) 7.08

8 7 クライムファイターズ 2 (コナミ)
Vendetta (Climb Fighters 2) (Konami) 6.64

9 8 G.P.ライダー (ライドオン) (セガ社)
GP Rider (Ride-On) (Sega) 6.63

10 9 ラッドモビル (デラックス) (セガ社)
Rad Mobile (Deluxe) (Sega) 6.47

11 13 スペースガン (タイトー)
Space Gun (Taito) 6.08

12 12 スーパーモナコ G.P. (デラックス) (セガ社)
Super Monaco GP (Deluxe) (Sega) 6.07

13 11 G-LOC (デラックス) (セガ社)
G-LOC (Deluxe) (Sega) 6.00

14 14 アウトラン (デラックス) (セガ社)
Out Run (Deluxe) (Sega) 5.78

15-15 ビーストバスターズ (SNK)
Beast Busters (SNK) 5.50

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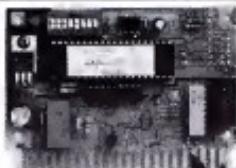
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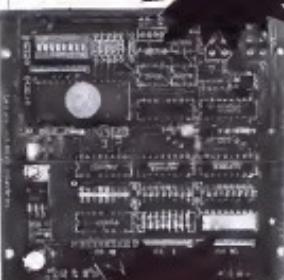


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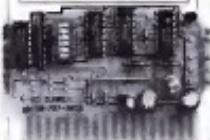


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PCB

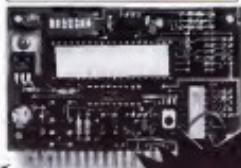
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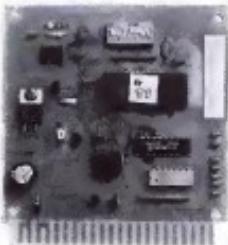
P/N: 160144

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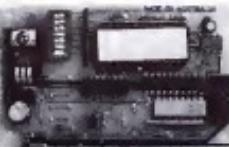
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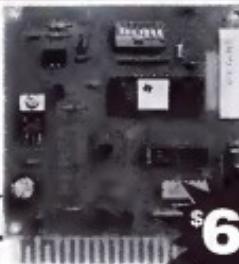


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'Teens the Losers' if Centre Rejected

Teenagers would be the big losers if Kiama Council rejected an amusement centre proposal for Kiama Downs, applicant Andrew Giovas said yesterday.

Mr Giovas said the amusement centre to contain 13 computer-game machines, would provide entertainment and keep teenagers off alcohol and smoking.

"There are a lot of kids on the streets drinking and smoking in Kiama Downs," Mr Giovas said.

"There is no entertainment for the kids and little bus transport if you don't own a car."

"If my application is knocked back kids will be the big losers."

Nor, he said, did the nearby

surf club premises provide entertainment for youths uninterested in sport.

But a Town Planning Department report has recommended the Johnston St proposal be rejected because it breached zoning provisions.

Chief Town Planner Michael Forsyth said in the report the amusement centre did not comply with the Local Environment Plan for a site zoned Neighbourhood Business 3(c).

Mr Forsyth also said the centre was likely to have an "adverse impact" on the neighbourhood; valid objections to the plan had been received; the "social affect"

would be detrimental to residential land; and, the operation hours were too long.

Council has received eight submissions and two petitions with a total of 181 signatures opposing the application.

In response, Mr Giovas said the centre would have a smoking and drinking ban, would be closed during school hours, and would have strict adult supervision.

"If there were any problems with kids we would tell them not to come back. We could also call the police," he said yesterday.

Mr Giovas said the centre would be closed on Sunday "due to religious beliefs".

Sale Fraud Victim Wins Court Case

A family amusement centre in Mandurah was supposed to be a "goldmine" - but that was hardly how it turned out for new owner Robert Gundill.

Late last year, he paid \$415,000 for the Starlight Express centre but immediately found that the weekly takings from various video games and racing cars fell short of what he had been told.

After a successful Supreme Court action, a judge has rescinded the contract and ordered the former owners to return the money with interest. Gundill is also claiming tens of thousands of dollars in damages.

The Starlight Express centre, which opened only last year, was owned by Karajan Holdings and operated by two directors, Kevin Grant, now of Adelaide, and Lionel Unbehau, of East Fremantle.

In December, Gundill paid \$415,000 for the business after

being assured that the turnover between April and October had been \$150,000. The turnover during the summer holidays was projected to be about \$8,000 a week.

But Gundill's takings the first week amounted to \$5,302 and when this slumped to \$3,371 the second week he was a worried man.

Gundill claimed in court that he was induced into buying the business by false, misleading, deceptive and fraudulent conduct.

Ruling there had been substantial misrepresentations, Justice Wallwork rescinded the contract, ordered the repayment of the \$415,000 and awarded damages at an amount still to be assessed.

Centre employee Frank Gorman said the centre was busy at first but after a few months turnover dropped to about \$2,000 a week.

In October, Gorman had his

hours cut, with Grant and Unbehau taking over the running of the business. In the week ending October 5, the turnover was said to be \$5,811 - jumping to \$6,842 on October 12.

Gorman said he was told by Grant and Unbehau that when Gundill was inspecting the business he was to boast how good it was and ensure the centre was busy by giving away free games.

These allegations were denied by Grant and Unbehau with Grant claiming in his evidence that Gundill had falsified the takings since buying the business from them.

But Justice Wallwork said: "I am satisfied that Grant and Unbehau misrepresented the business insofar as the weekly turnover was concerned. That, of course, led to a misrepresentation as to the turnover projections."

DOES INDUSTRY FEAR COMPETITION?

At the recent Annual General Meeting of the National Amusement Machine Operators Association, a motion was put forward requesting that the Association appoint an independent firm of auditors to conduct an industry study in order to establish what a fair rate of commission would be for operators to pay location owners. In moving the motion, Malcolm Steinberg, representing Leisure and Allied Industries said that his Company had undertaken research which indicated that general rates of commission within the industry were far too high which had caused many Operators to get into financial difficulties.

Speaking against the motion, Mr. Thomas Davenport, representing the Council of Accredited Amusement Machine Operators in Victoria said that although he was in favour of lower commission rates, he was concerned that it would encourage new operators into the industry and inferred that existing Operators were finding it tough enough without increased competition.

When it came to the vote, the motion was defeated unanimously.

The decision taken at the National AMOA Meeting seems to reflect an attitude that Operators would prefer to continue the struggle to survive rather than face competition. Is there something radically

wrong with our industry? It has been around for more than 60 years

but there are not many Operators that have been around for more than 10 years. Those that have, don't have much to show for the years of effort and hard work that they have put in.

Operators like to blame the Distributors who they claim make too much profit. There are only two major distributors in this industry who compete very vigorously for market share. The simple fact of the matter is that if the distribution business was so profitable, there would be a lot more than two distributors.

There are three basic reasons why some Operators are struggling to be profitable. Firstly, Operators have traditionally failed to keep abreast of inflation. The price per play increased from 10 cents to 20 cents in 1972 and if the Consumer Price Index was applied since that date, the correct current price per play should be about \$1.30. However, only 60 cents seems to be the norm these days with some operators still on 40 cents with a few commercial lunatics out there who think that 20 cents is going to give them a return on investment.

Secondly and most importantly, operators give far too much away to the location. Market research shows that a fair distribution of revenue to the location would be 10% or

less yet many operators still offer 50% and more. With operating costs on new machines ranging from \$60 per week upwards, giving 50% to the Location Owner can often mean a net loss to the Operator. Whilst 50% of the net profit might be an acceptable arrangement, the actual profit may only be 20% of the gross revenue or less in which case 10% or less commission to the location in gross terms would seem to be a realistic objective.

Thirdly, Operators take an uncommercial view when it comes to securing their investment. Very few Operators bother with contracts which make them extremely vulnerable in the event that they establish a good location. We don't know of any other industry which is prepared to invest tens of thousands of dollars in capital equipment and install it in somebody else's location without any form of formal agreement or security of tenure. It just doesn't make any sense for Operators to supply machines without contracts.

Competition

Operators should not fear competition. The effect of competition in fact stimulates the industry and makes it even more profitable for those that are progressive and competitive. In fact, competition will create the very thing the industry needs which are higher price per play, more modern games, lower commission rates and location security.

IT'S THE GAMES THAT LAI REJECT THAT MAKES LAI THE BEST

TEST REPORTS

Timezone Chart

Dedicated Games

- 1 NAMCO 'FINAL LAP 2'
- 2 SEGA 'RAD RALLY'
- 3 SEGA 'GP RIDER'
- 4 NAMCO 'GOLLY GHOST'
- 5 TAITO 'POWER WHEELS'
- 6 SEGA 'RAD MOBILE'
- 7 KONAMI 'THE SIMPSONS'
- 8 BROMLEY 'GHOST TOWN'
- 9 SEGA 'TIME TRAVELLER'
- 10 NAMCO 'WINNING RUN'

Conversion Games

- 1 SEGA 'SPIDERMAN'
- 2 KONAMI 'SUNSET RIDERS'
- 3 CAPCOM 'THE KING OF DRAGONS'
- 4 CAPCOM 'STREET FIGHTER II'
- 5 KONAMI 'VENOETTA'
- 6 TECHNOS 'WRESTLEFEST'
- 7 NEO GEO 'EIGHTMAN'
- 8 NEO GEO 'BASEBALL 2020'
- 9 WILLIAMS 'HIGH IMPACT FOOTBALL'
- 10 NEO GEO 'SENGOKU'

Pinballs

- 1 WILLIAMS 'TERMINATOR 2'
- 2 BALLY 'GILLIGAN'S ISLAND'
- 3 WILLIAMS 'THE MACHINE'
- 4 WILLIAMS 'FUN HOUSE'
- 5 BALLY 'HARLEY DAVIDSON'
- 6 BALLY 'OR. OUDIE'
- 7 WILLIAMS 'RIVERBOAT GAMBLER'
- 8 BALLY 'BUGS BUNNY'
- 9 WILLIAMS 'EARTH SHAKER'
- 10 WILLIAMS 'ONER'

Replay

Upright Videos

- 1 ATARI 'STEEL TALDONS'
- 2 TECHNOS 'WRESTLEFEST'
- 3 ATARI 'ROAD RIOT'
- 4 ATARI 'RACE ORIVIN'
- 5 NAMCO 'STEEL GUNNER'
- 6 NAMCO 'FINAL LAP 2'
- 7 ATARI 'HARD DRIVIN'
- 8 JALECO 'CISCO HEAT'
- 9 KONAMI 'VENOETTA'
- 10 BETSON/ICAT 'Mad Dog McCree'

Best Software

- 1 CAPCOM 'STREET FIGHTER II'
- 2 SEGA 'CLUTCH HITTER'
- 3 SNK 'SUPER BASEBALL 2020'
- 4 SNK 'CROSSED SWORDS'
- 5 SNK 'SENGOKU'
- 6 SNK 'BURNING FIGHT'
- 7 FABTEK 'RAIDEN'
- 8 CAPCOM 'FINAL FIGHT'
- 9 SNK 'THE KING OF MONSTERS'
- 10 McORMER 'TURBO FORCE'

Pinballs

- 1 WILLIAMS 'TERMINATOR 2'
- 2 WILLIAMS 'FUN HOUSE'
- 3 WILLIAMS 'THE MACHINE'
- 4 MIDWAY 'GILLIGAN'S ISLAND'
- 5 MIDWAY 'PARTY ZONE'
- 6 DATA EAST 'BATMAN'
- 7 DATA EAST 'CHECKPOINT'
- 8 DATA EAST 'TMNT TURTLES'
- 9 DATA EAST 'THE SIMPSONS'
- 10 WILLIAMS 'EARTH SHAKER'

Japanese Game Machines

Table Videos

- 1 IREM 'AUTOMATIC PUNK'
- 2 CAPCOM 'STREET FIGHTER II'
- 3 CAPCOM 'The King of Dragons'
- 4 NMK 'THUNDER DRAGON'
- 5 NAMCO 'Super World Stadium'
- 6 SEGA 'CLUTCH HITTER'
- 7 TAITO 'QUIZ QUEST'
- 8 KONAMI 'VENDETTA'
- 9 NMK 'Quiz School Paradise'
- 10 DATA EAST 'Mutant Fighters'

Upright/Cockpit Videos

- 1 NAMCO 'STARBLADE'
- 2 NAMCO 'FINAL LAP 2 (DLX)'
- 3 NAMCO 'DRIVER'S EYE'
- 4 NAMCO 'FINAL LAP 2 (STD)'
- 5 SEGA 'RAIL CHASE'
- 6 SEGA 'RAD RALLY'
- 7 NAMCO 'GOLLY GHOST'
- 8 NAMCO 'STEEL GUNNER'
- 9 KONAMI 'VENDETTA'
- 10 SEGA 'GP RIDER (RIDE-ON)'

Pinballs

- 1 WILLIAMS 'THE MACHINE'
- 2 DATA EAST 'TMNT TURTLES'
- 3 DATA EAST 'THE SIMPSONS'
- 4 DATA EAST 'CHECK POINT'
- 5 WILLIAMS 'FUN HOUSE'

SA TRADE SHOW DINNER

The Amusement Machines Operators Association of South Australia are holding their Annual Trade Show and Christmas Dinner at the Ramada Grand Hotel Glenelg on December 4th.

Exhibitors at the Show will include Gamemasters, AGI, AMOA(SA), Sargent Enterprises, Gottlieb Electronics, Adelaide

Jukeboxes, LAI, East Coast Coin, Dickeson's, Bensons and R & V Amusements.

The Show will open at 3 p.m. and at 7 p.m., there will be pre-dinner drinks. At 7.30 there will be a brief meeting of the AMOA followed by Christmas Dinner with entertainment by Kevin Lindblom.

The cost of the Show and

Dinner combined is \$50 per head so any South Australian operators who have not yet signed up should contact Frank Sebastyan, President of the AMOA on (08) 212 6968 or Fax (08) 231 5958

A special Corporate Room Rate of \$120 has been arranged at the Ramada Grand Hotel for out of town operators who wish to stay the night.

We invite you to attend

The Greatest Show on Earth

AMOA (SA) INC

TRADE SHOW AND CHRISTMAS DINNER

**At The Ramada Grand Hotel, Glenelg
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For members and non members

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7pm Pre Dinner Drinks

7.30pm AMOA (SA) Inc meeting (to be brief)

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entertainment by Kevin Lindblom

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	H/V Separate
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	Vertical: 60Hz
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	Vertical: 60Hz
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Power Consumption	60W



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Blackpool Golden Mile of Leisure Centres



Blackpool Golden Mile of Leisure Centres and Entertainment

The English Resort of Blackpool is the No. 1 holiday destination in the United Kingdom. Located about 300 km North-West of London but closer to Liverpool, Manchester and Leeds, Blackpool is the centre-hub of holiday destinations.

The main season starts around Easter which is spring time in the U.K. and continues through November concluding with the Annual Festival of Lights.

In terms of amusement and entertainment attractions, there is definitely nothing like it in Australia. In terms of Leisure Centres, it is doubtful whether there would be any other place in the world that would have such a large concentration.

The main activity in Blackpool is within a 1 mile strip along the beach front located between two huge amusement Piers. Both piers have two large leisure centres and there must be at least another 50 leisure centres along the beach front.

It is estimated that in this confined area, there are not less

than 4000 amusement machines catering to the literally millions of people who throng to Blackpool annually.

The foot traffic along the beach front during the Summer season is enormous and demonstrated by the pictures accompanying this story. The shopping malls in Queen Street Brisbane, Pitt Street Sydney and

Bourke Street Melbourne would fade into insignificance in comparing the traffic flow to Blackpool. It can best be described as the world's mecca of entertainment attractions if you exclude the gambling capitals of Las Vegas and Atlantic City.

Despite the intense competition between Leisure Centres due to the large number of machines available, most Leisure Centre operators seem to make enough during seven months of the year to either close down completely or only operate weekends in the remaining 5 months.

Many Australian operators would like to have a piece of that kind of action but considering the U.K. has around 60 million population compared to our paltry 16 million, it is going to be a long time before Australian Resorts represent that kind of growth opportunity.

Another big advantage in the U.K. market is that payout machines are legal in that Country. These include Poker machines, pushes and other forms of games of chance.



One of the Major Leisure Centres

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In 2135AD, the Earth forces are attacked by a crafty and tenacious enemy. Two ultra high tech "Aero Tactic Fighters" are dispatched across the galaxy into the heart of enemy territory to conquer the aggressive foe. You are chosen to successfully complete the mission. Soar into New Heights with this fast action cross universe battle.

ARE YOU READY?



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NEO·GEO PRESENTS

Emergency! Tokyo has been bombed! "Hachiro Azuma", the head of a detective agency has been called in by police to investigate. He transforms himself into "8 MAN" with electronic brains and an iron body. A super action game! High speed scrolling numerous stages and super action give the player non-stop fun and excitement! Put yourself in "8MAN'S" shoes and sense his quickness!

Super Hero
"8MAN"
dashes
and flies
at high
speeds!



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GAME PREVIEW

BY PROFESSOR BURKO

DRAGON'S LAIR II

Monitor: Horizontal
Controls: One joystick, 2
Push buttons

Everyone says "Professor Burke you really waffle on about the latest technology in the new Dragon's Lair II". That's right I could fill an entire month of Leisure Line with it.

Professor Bluth, a famous animator, invented Dragon's Lair years ago. It was revolutionary at the time as being one of the first laser player machines to enter the amusement industry with extremely good results.

Dragon's Lair II comes after 3 years of new animation art in a very exciting action adventure which hauls our Hero Dirk the Daring through not only another adventure but through time itself.

Princess Daphne has once again been abducted by an evil time wizard called Mordroc. Mordroc plans to marry or sacrifice Daphne unless Dirk can save her.

As well as being feature-packed, Dragon's Lair II also has plenty of comedy as poor Dirk has to control this really decrepit Time Machine that seems to want to hinder his chances. In his quest, Dirk ventures through various time frames such as Forest Hotel, Crags of Mordroc, Garden of Eden, Beethoven's Studio, Tombs of Egypt and many others before reaching Castle Mordroc.

The technology in this game is also totally new and one exciting feature is the laser rotating arm picking up designs which is a vast improvement on the old optical pick-up systems.

Because of this new system the game has incredible response on all controls and the new rotating arm pick-u

cannot be affected by slamming or rocking. Also the new laser system sound and graphics depict better realism and colour to the story.

This game can be a 2-player alternating game with additional coin input.

Can Mordroc succeed with his evil plans? Will Daphne be lost forever? Could you let poor Dirk face the beating by Daphne's mother if he comes back empty handed? (Just wait till you see Daphne's mother!). You can become part of this legend.

STAR BLADE

Monitor: Horizontal CRT reflected image
Controls: Twin laser gun with 2 x "Shoot" buttons

I think "Star Blades" has been sent to me for review from another planet. Why? Because it's awesome. The whole machine looks like a future spacecraft and as games go this is years into the future as well.

Once seated in the cockpit of Star Blade its like the whole of space surrounds you because the monitor is optically reflected to give this effect. In fact its very much like watching a movie in an omni cinema. The effect is larger than life and makes you feel that you are actually in the game rather than playing it.

Star Blade thrusts you into a space war of amazing scope and action which is graphically brilliant with top marks to the person who thought of this one. You control through a futuristic laser turret a starship with a mission to liberate the Universe and destroy an alien tyranny. Through stages you must destroy attacking alien fighters and their launch star destroyers which, when you move in close,

are huge. Star Blade also takes you to mysterious sectors of space as asteroid belts, meteor showers and black holes confront you as you fight your way to the enemy flagship.

To enhance the effect of Star Blade's performance a 4-channel surrounding sound system is also incorporated into the cabinet design plus the game computer utilises a real time format which gives quick responsive control.

In conclusion, a well thought of game concept.

HOT SHOTS TENNIS

Monitor: Vertical
Controls: 2 x 8-way joysticks
2 x buttons:

HARD/SOFT

Hot Shot Tennis is the latest in tennis simulations for 1-player or 2-players or self playing with the computer.

This tennis simulation game attempts to give the player a realistic Wimbledon tennis scenario as you would view from your TV set at home and I must say it does this extremely well.

Gone are the days of the old tennis-type games which gave a ringing sound when you hit the ball (there are still a few operators who will remember them) - I wonder if any have survived.

Hot Shots has very clear and precise graphics, so much so that I thought I was actually watching tennis on TV. For 2-play tennis, first select the famous tennis star you want to play. If you are playing alone without a friend, the computer selects your opponent for you.

Having finished your glass of lemon barley water, your player is placed on game court ready

Continued over.....

SEGA Projects Strong Sales and Profits

Sega Enterprises Ltd. has announced a revised forecast for its fiscal year ending March 1992. The revised figures reflect better than expected results.

Sales are projected at 150 billion yen (\$1.42 billion) and profits of 23.5 billion yen (\$221 million).

A spokesman for the Company said that the improved revised projections were based on better than expected exports to both American and European markets and the satisfactory sales performance of amusement machines. Both of these areas were better than previously expected.

The Sega Operating Division which comprises of several hundred leisure centre locations will achieve takings of A\$430 million in the current fiscal year.

The growth of the Sega Enterprises Group has been nothing short of phenomenal.

The current President and Chief Executive of Sega, Mr. Hayao Nakayama originally started a distribution company in the 1960's called Esco

Trading. During the 1970's, Esco Trading was sold to the Sega Organisation which was then controlled by an American Corporation, Gulf and Western.

In the 1980's, Gulf and Western sold Sega Enterprises to a Japanese Company, CSK and it is understood that Mr. Nakayama holds a substantial share-holding as well. In just a few years under the direction of Hayao Nakayama, the Sega Organisation has grown almost 10 fold in size and has established operating and distribution bases in the United States, London and Europe.

Although Sega is huge by Australian standards and would rate in the top 10 companies in this country, it is still relatively small by Japanese standards. The largest company in the Amusement Game Industry is Nintendo with world-wide sales in excess of \$5 billion making it more than 3 times larger than Sega.

Sega is seen as Nintendo's main rival and has already become a strong competitive force in Japan, the United States, Europe, S.E. Asia and Australia, particularly in the Consumer Game Market.

Of course, the figures quoted for Sega and Nintendo represent the sales of both coin-op and consumer games. In the Australian market, the sale of



Hayao Nakayama, Representative Director, President and Chief Executive Officer.

consumer games is estimated at \$100 million annually and coin-op (including location income) at around \$200 million. If you take the sales of just Nintendo and Sega combined at around \$6.5 billion, these two companies alone are 22 times larger than the whole of the Australian market place. Japan has only 7 times our population so it does give some indication of how much better developed the game market is in that country compared to Australia.

In Japan, the Game Industry is big business with the major companies such as Nintendo, Sega, Taito, Namco and Konami rating significantly amongst the major corporations in Japan.

CAME PREVIEWS CONTINUED...

for action. To control your player around the court you use the 8-way joystick which gives you free movement anywhere along regulation lines in your sector. For serving, a direction meter appears on the screen by depressing the soft or hard service return buttons. This moves a cursor for shot direction. The buttons are almost self-explanatory with the

hard button delivering a strong service or return and the soft button for soft service or returns.

Like most new games, this one boasts features. Regulation tennis rules apply to Hot Shots after familiarising yourself with the contents. The game also has other main features which are three different swings - backhand, power-thrust (two-armed) and spin and once used

in the game you can decide the best swing for oncoming balls and accumulate skill points.

Hot Shots also give a realistic background sound generator with audience involvement and umpires' decisions.

In conclusion, if your tennis hero has not performed well this season, perhaps you can make up by giving him/her the Hot Shots Championship.

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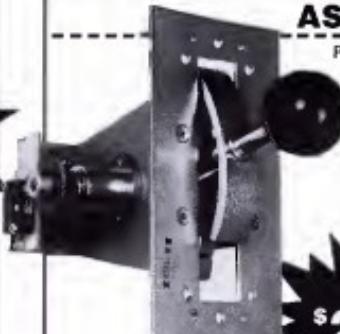
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AT HOME

It's Happening in Our Industry

WA WAFFLINGS

Good to hear Dave Miller and his crew had a good time at the Royal Show. Reports filtering back indicate Dave lost the smile on his face when it came time to hand out all the pay envelopes but by all accounts, a successful show.

It was interesting to hear Peter Ogle of Uniplay Amusements holds the Australian record for the breaststroke in swimming in the Disabled Sports Association National championships. Peter was aiming to represent Australia in Barcelona but has had to put these plans to rest due to work commitments but will still compete in the National Championships to be held in Adelaide in April.

Don Browning (Orion Amusements) who, as well as running his amusement round, restores antique furniture, claims to have picked up some bargains at the recent Savoy Hotel auction. It seems the furniture in the rooms were all English Oak and although very old were in good condition but covered in many coats of paint.

SA SNIPPETS

Great to see Steve and Veronica Meegan recently. They hall from the Iron Triangle and don't get to Adelaide very often as their young family keeps them extremely busy.

Congratulations Anthony Hughes. Anthony is the new Timezone Manager at 38 Hindley Street, Adelaide. Back

to your old stamping grounds Tony. Well done!

Bruce and Sandra Wallace looked fit and suntanned after their long Queensland holiday. We wondered how you could squeeze off the bowls trophies amongst your luggage Bruce, but we suppose Sandra coped.

Hard working operator John Martin is not too fond of the flathead fish. Seems that one of the monsters large spikes penetrated a bone in his right hand. After exploratory digging around muscle and bone, trying to find the broken spine, the Doctor decided that it was better to leave it in. Doesn't sound real flash John. We hope it works out well for you.

Queensland Quickies

John Barnett from TMS has gone into hospital for a knee operation. We hope that you get back on your feet soon, as a lot of operators rely on your expert service.

Pioneer Homes, one of Australia's major home builders has installed a range of video games in one of their display centres to keep the kids occupied whilst Mum and Dad are viewing the display homes.

John Sophios from Engineered Investments has expanded his operation into Toowoomba by supplying the local bowling alley with his video games. Good luck John!!

VICTORIANA

There appears to be a mass exodus of Victorian's going to

the Gold Coast for holidays. Steve and Delwy Joees of Putt Putt Mildura called into the LAI showroom as they headed north for a bit of R & R.

The AFL Grand Final brought another Victorian now living on the gold Coast to our door, namely Bill Meeham. It was great to see you again Bill.

Another visitor for the big match was chief Eagles supporter Trevor Pow from LAI Perth. Trevor was to call in during the week after the match - wonder why we didn't see him.

Erwin Boat that larger than life character from Tassey has set off on a 3 week European holiday. We hope all the hotels are well stocked.

Al Richards of Arcade Amusements has finally retired from his day job at the "Age" to concentrate on his machine operation.

NSW NEWS

After two years with the New South Wales Branch as Sales Manager, Ian Slemonek will be leaving during the month. Ian has family commitments in New Zealand and will be returning home late November. Ian has built a lot of strong friendships in his time with the company and is well respected in the industry. He will be sadly missed and we wish him all the best for his future.

Continued over....

SERVICE BULLETIN

Make an Old Video Game into a Redemption Game

A lot of video games that still have some earning power are just sitting on shelves collecting dust. Games like Midway Space Invaders, Gremlin Head On, and Gremlin/Sega Astro Fighter. Why Not add a ticket dispenser and bring these and older games back to life!

PROCEDURE

Adding a ticket dispenser to some of the older games is not that hard. The ticket dispenser is "added" to the sound section. So when an extra ship is earned, or the screen is cleared, the game makes the appropriate "win" sound and a ticket is vended.

THE METER

I used a Deltronics DL-IPS ticket dispenser. This dispenser only needs a single pulse from the game to vend a single ticket. This dispenser also has a meter output so a ticket meter can be added for book keeping purposes.

INTERFACE

To connect the dispenser to the game, you will need to build a simple interface circuit and look over the schematics to

locate the sound enable (control) lines.

SPACE INVADERS

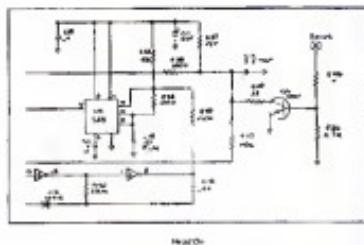
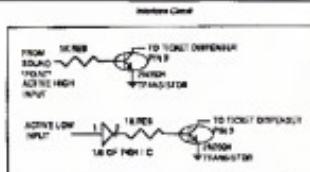
In the drawings are 3 such areas. For Space Invaders, the chip with the sound enable lines is IC4 (74174). The bonus missile enable sound comes from pin 12.

ASTRO FIGHTER

On the Astro Fighter board, the "Gas station" sound is enabled from IC4 (7402) pin 1. The Head On bonus sound control signal is from Pin 8 marked "bonus".

OPTIONS

Connecting the dispenser to the sound "points" above will give a single ticket per game for Space Invaders, you might want to connect the dispenser to the "hit" mother saucer sound (IC4, Pin #2). This mother ship flies over the invaders twice per screen. This will give the player a ticket every time the player hits this ship. If the player is good it is possible that he or she will accumulate several tickets.



Heads up

The same situation will occur for Astro Fighter except that the "gas station" is only once per screen.

THE CIRCUIT

The interface circuit mentioned above is just one transistor and a resistor. This interface is necessary so the ticket dispenser will not load the sound enable lines down.

NSW NEWS Continued...

The "Terminator 2" pinball is causing a commotion on the streets with the first and second shipments sold out and earning record dollars for the "earlybird purchasers". If you want to purchase the biggest earning pinball in history - don't miss out on the third shipment due late this month!

jump in earnings but what a shame we didn't get more rain! The El Nino wind has caused us to have little or no wet weather this year and keeps our players on the beaches and sports ground. A nice period of rain over Christmas is all we can hope for! (Could the AMOA hire an Indian rain dancer maybe?) As we are finding out, pinballs are currently earning the big dollars in this industry yet still the Nea Gaea unit remains constant, Rabert Jamieson in Newcastle is

experiencing returns in excess of \$250 per week. Great guns Rabert.

A very warm welcome goes out to Robert Dean and his family from Cherrybrook, previously sunny Queensland, who have recently joined our industry and maybe Matthew, his son, will be getting into the technical side. There's nothing like a father and son combination, is there? Anyway guys, best of luck and may the profits roll in.

The school holidays gave most operators a necessary

SERVICE BULLETIN

GAME TERMINATOR 2 PINBALL

SUBJECT:

Possible ball hang-up behind skull.

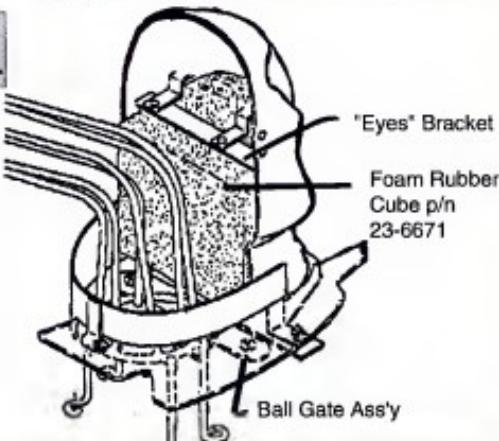
SYMPTON:

If 1 ball is in the saucer under the skull and another ball hits it with some degree of velocity the second ball may deflect into the skull.

SOLUTION:

Using a sharp exacto knife, cut a 2-1/4" square cube from a corner of the shipping foam (not styrofoam) packed with the game, supporting the backbox folded down on the cabinet.

If that foam cannot be found, almost any foam rubber cut to specifications will do, or a foam rubber cube (part No# 23-6671) can be ordered from the WMS GAMES parts department.



Pull skull forward gently, compress foam rubber cube (2 1/4" sq.) and insert in skull below "eyes" bracket. Release foam and tilt skull back to original position "looking at player".

Make sure that the ball gate wireframe swings freely after foam is inserted to prevent other problems.

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Service Bulletin

Williams Test 04 Lost Memory Powers Up In test

PROBLEM

Pinball frequently loses memory or powers up in Test 04. Batteries and D17 known good.

SOLUTION

Check for voltage at cathode of D17 (usually 3.2 - 3.9 vdc) at IC 19 Pin 22 (CMOS Ram). If missing, repair trace. If not, replace IC 19.

NOTE

If chip is socketed, check continuity between chip pins and board (I've had many problems there). Be sure and discharge yourself first, it's CMOS.

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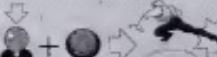
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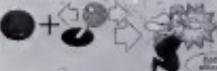
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Joystick right/left: Duster/Break attack



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The Industry from the Eyes of a Newcomer

As a child I must admit I didn't dream of pursuing a career in coin-operated machines, but here I am now. With nearly 10 years of multi-national corporations under my belt, I am thoroughly enjoying my new challenge in an industry I knew very little about. From the eyes of a newcomer, my first encounter was the look of horror on my now elderly parents faces when they realised the private education they had paid for was being used on pinballs.

To the uninitiated "Pinballs" is what springs to mind first. To the younger set their knowledge of Video games is more in tune with today's market. Not having a 'misspent' youth in amusement parlours this field was totally new ground to me, so I set off to a Timezone to indulge in what many of our parents warned us against. To my amusement I found in Timezone what my parents encouraged in our own home, well managed, disciplined, organised and thoroughly wholesome entertainment. So my second encounter was certainly a long way different to my preconceptions. I found that Timezone or (LAI more precisely) had given credibility to Entertainment through making the centres exactly what most adults want their children to enjoy.

Another reaction I had to this industry was that the technology and marketing of this product is extremely complex. The reason being that this industry has the most discerning and honest consumer there is, children. To

BY MARY MARTIN

be involved in an industry that listens to its consumer so acutely is not common today and from my point of view it is certainly a breath of fresh air.

In my role of New Business Development Manager - Victoria for LAI, I have dealt with new operators ranging from aeronautical Engineers to Accountants through to Shop Fitters, like me, none of them ever envisaged themselves considering involvement in this industry. So it seems I am able to empathise with many of our new clients on their initial reactions. Offering business opportunities in this industry can be like selling the ultimate concept. Nobody ever sees themselves in this industry and has had to be informed by a professional operator or drawn in by the high takings often advertised. Some of us land in the industry quite by chance and then find out what is happening around them can be both lucrative and enjoyable - the last scenario seems to be me.

Once in the industry there seems to be a disorder of the bloodstream that one cannot be immunised against. Through meeting operators who started with one machine and now make monthly multiple purchases it seems inevitable that once you enter there is no turning back (not that it seems anyone wants to). It is also relevant to point out that many of the operators are professionals who are running extremely successful

businesses.

Being a newcomer I had never viewed this industry as a long term proposition, that was until I had some involvement in it. For any operator who is new to this industry, to purchase an on-site machine, or an existing business, it is extraordinary to be able to achieve a high rate of return on investment and not have to possess a particularly specialised skill. To the new operator, once informed they too can see the long term opportunities available.

As a newcomer it is clear that operators who are prepared to run tired games and shabby cabinets for small returns are not going to be able to secure sites with the new operators realising and appreciating that the blockbuster machine and the latest updates ensure high return and happy sites. My initiation into this industry has proven to me that like any industry what you put into it is directly related to the level of return. It is also an immediate observation that my dealings with the new operator who will undoubtedly be the new wave of operator is entering the industry in a time of technology and marketing awareness. This operator will utilise site support and servicing strategies that will take our whole industry into a new level of professionalism.

Poised on the edge of a period of potentially incredible growth for the industry, I am not alone in seeing the industry with a new perspective and look forward to being part of the achievements and advancements of the industry as a whole.

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LEISURE CENTRE COPS

2nd Knockout

Hurstville Council has rejected for the second time a development application for an electronic amusement centre.

A majority of Aldermen indicated before the meeting they would reject the application for a centre to be located in the former McDonald's and Arby's restaurant premises at Westfield Shoppingtown Hurstville.

An earlier attempt to open a centre near the post office in Hurstville Boulevard was rejected in February 1990.

The same applicants, now operating under a different company, Talobilla Investments, had hoped the new location at Westfield would be more favourably received.

Talobilla Investments is a joint venture company of A Hankin and Co and Natmar Holdings and currently operates the Abracadabra Leisure Centre in Adelaide's Myer Centre.

Westfield's General Manager Leasing, Ian Newton, submitted a supporting letter and Hurstville police said they had no objection.

Deciding factors for Aldermen were a petition signed by 260 people and six submissions from the public, including the Illawarra Catholic Club, protesting against the proposed centre's proximity to a child care centre, and recommendations for refusal from the planning and community services departments.

The Council-run child care centre is located about 15 metres from the amusement centre.

According to an officer's report tabled at the meeting, the centre already experiences minor problems caused by passersby and loiterers.

Objectors claimed the centre would exacerbate security problems at the complex which has become a regional drawcard for youths and high-school students who gather after school at the Food Hall and cinemas.

The company said similar operations in other states showed daytime patronage men and women of all ages.

Evening crowds would be

mainly Food Court and cinema patrons, it said.

Parents and some retailers said experience had proved amusement centres were a congregating place for "undesirables".

According to one retailer, too many young people came to hang-about, and were often "loud mouthed, vulgar and caused the other shoppers and merchants considerable concern and embarrassment".

The company dismissed the complaints, saying the proposed centre could not be blamed for existing problems.

Far from increasing loitering, the family amusement centre would relieve boredom and challenge players with 60 machines offering games.

It is a shame that council Aldermen take such a narrow view based on perceptions and fears which are without foundation. Surely there are enough quality leisure centres operating in Sydney to prove there is an acceptable alternative.

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Coin Man of the Month

Interview with Pat Torraca Pat Torraca formerly a Hotel Licensee and now a veteran of the Amusement Industry for the last 25 years had the following to say to Leisure Line.



Q. What percentage of your operation consists of: Videos, Pinballs, Pool Tables and Juke Boxes?

A. Videos	- 60%
Pinballs	- 20%
Pool Tables	- 15%
Juke Boxes	- 15%

Q. Do you operate street locations or leisure centres or both and which do you consider the most profitable?

A. We operate on street locations, and hotels only so unable to advise which is the most profitable.

Q. How have the income levels on your games been performing and how do you see the trend in the future?

A. For the previous 6 months which was June 1990 to December our figures were quite good. We were on a fair percentage increase from the previous year. But the last 6 months which is January to June 1991, we dropped that percentage. In other words, what profit we made in the previous 6 months we seem to have lost in later 6 months.

Q. What type of games do you prefer to buy in either dedicated or conversion form?

A. Both sort of games are for their own particular site - dedicated games are limited to where we can site them. The conversion forms are pretty good, overall you can site them anywhere - it is hard to say one is better than the other.

Q. How do you see the

future for Skilltester and other prize type games?

A. I think there is some sort of future on the market for them. But to me they are for those sort of people trying to win the little dolly now - whether it's gonna be sufficient for them to play the machine or not, I don't know, but I don't see there is a big part of this machine in the future.

Q. How do you feel about getting proper Agreements or Contracts with the Location Owner and do you think it is necessary to secure your investment with a Contract?

A. It would be nice to think that you can secure investments with a contract, but in this day and age it is so hard to get a location to agree to a contract. The persons might be thinking that we are trying to ask them to do something which they are not willing to do - it is nice if you can get it but it is very hard to get.

Q. How do you feel about the level of duty and Sales Tax on the Industry's products?

A. (Currently a total of 60% on imported goods.)

I think it's cutting very much into our profit margin and if this level was brought down a bit, we could all breathe a little bit easier.

Q. What role do you see State and National Associations playing for the

benefit of the industry and are you a member of any Association?

A. I was a member but I am not now and prefer not to be, but that is my personal view.

Q. Do you think there needs to be more unity amongst operators for the betterment of the industry?

A. It will be a wonderful thing if that could happen but to get a lot of people to pull together these days is an impossibility - it would be nice if this could happen but I can't see it happening.

Q. How do you feel about any State or Federal Government Laws which effect the industry?

A. It makes a great difference to our industry. Any laws they change usually sometimes goes against us and not for us - any government law that can be changed to make us look better would be great.

Continued over.....

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Personal Interview with Pat Torraca Continued

Q. How do you feel about any State or Federal Government Laws which effect the Industry?

A. It makes a great difference to our industry. Any laws they change usually sometimes goes against us and not for us - any government law that can be changed to make us look better would be great.

Q. What changes or improvements would you like to see occur in the Industry?

A. The change I would like to see is that the purchasing of equipment which these days is astronomical. We have to sort of try to purchase the latest things out and sometimes you cannot always get them financed - if financing is a little bit easier, and we could get all our equipment financed, we will find it a lot easier to breathe and a lot easier to smile but sometimes when you go to places financing a reasonable big amount, we are sort of looked down on. If we were more acceptable and we could have access to finance, I think we would be a lot better off as we go along, because sometimes it is just too difficult to get finance on our equipment.

Q. The standard price per play for most games is now a minimum of 40 cents. Some operators are trying to get 60 cents. Some dedicated games are priced high as \$1 and \$2. What is your view about game pricing now and in the future?

A. Of course the price of the games go back to how good the game is, but still you must get a reasonable return for your investments and I cannot see any operator using a 40 cents game because it is impossible - you would never pay costs. The minimum price has to be 60

cents with any sort of games and for special games \$1 is not too much to ask as long as the game is good - you can even get away with \$2. The machine has to pay for itself and if it is a very dear machine, you must get \$1 - I think it has been accepted in the community. They say, "If pay \$1 if the machine is good enough".

Q. How do you feel about the cost of products such as PCB conversions, dedicated games, pinball machines, merchandise games, juke boxes, pool tables and any other equipment?

A. PCB conversions depends on how good the final product is. If it is trouble free, it's great.

Dedicated games have improved and now they are very expensive but of course, their earning power is good. There are a lot of different locations not suitable for dedicated games as sometimes you can't get the unit through doorways of locations.

Pinball machines - very good earnings but I think pinballs would be one of the most looked down on by the general public because of the bad impression going back to bygone years. Service on pinball is astronomical, but if you can keep a pinball running, it is as good as anything else.

Merchandise games - again depends on your location, where it is, and what you can do with it.

Juke Boxes - very good but still very limited market out there - you'll have a lot of competition but very good when you have a good site.

Pool Tables - in Australia I would consider it as the number 1 machine out there because of its earning power and maintenance is very low key, but of course sites are very difficult to get - the companies who control these have been vying among themselves for any

sites at all - so any newcomer that can break into the pool table industry would be doing very well but he will find it difficult to find sites. Overall, juke boxes, pool tables, pinballs, dedicated games - they are all quite good but depends on your location.

The cost of PCBs - I don't mind paying top dollar for a board as long as it takes good money and there is no down time.

Dedicated games cost a lot and unless you place them in a top location you won't get your money back.

Pinballs - again the cost is quite high. If the price could be lower, you will find a lot of people operating pinballs.

Juke Boxes - the average juke box you are looking at the cd's over \$10,000 and probably \$2,500 for the cd's themselves tremendous outlay \$12,500 again you need a real top site to get your money back.

Pool Tables - average sort of pool table between \$3,000 to \$4,000 new. Then again all these sites are all taken over by the big boys and it is really hard to get into a site.

Q. What do you think about the saturation level of the market place and do you think there are good opportunities for expansion? If so, which area do you think the industry will expand?

A. There's always been a lot of games on every little site out there, but I have the best equipment in the market, you have no problem getting sites.

The area is going to expand to the average sort of persons accepting us as an ordinary industry being accepted by the general public. I think that's our major worry once we can

Continued over.....

Personal Interview with Pat Torraca Continued...

overcome that sort of bad look we still seem to have and the general public accepts the industry, the world is ours out there, but there are still a lot of hard work to do before we are accepted as an ordinary industry.

Q. What are the best things you see about the industry currently?

A. The best thing I see as the industry is concerned is that, I look at this as a form of entertainment, and fantasy, which we subsidise the public and also the sort of the all mighty machines these days - a lot of people do a lot of different things and they always come down to a cheap form of entertainment that you get in to the fantasy world for an hour or two depends on the level that you build it and you sort of do everything. In other words, it comes to men trying to beat the machines all the time and the future I think is all machines and if we can be part of that current sort of change, I think human nature and man will always like to beat the machine, and this is why I think all will go well.

Q. What are the worst things you see about the industry currently?

A. Should be very hard question to answer but to me it is quite simple - I think the greed of some of the operators and people who run the machines in general that will put them in the wrong sort of location - being close to schools or they sort of just put them

anywhere - Just for the sake of acquiring a site. Once this sort of thing happens, it gives a very bad look to the industry - it is what we are trying to get away from, I think apart from being greedy and trying to survive they should think carefully before they place these machines and see that they don't conflict from the thinking of a lot of other people.

Q. Are you referring, for example, to machines placed on the footpath?

I am against that because again it leaves a very bad impression on our business, it just does not coincide with our surroundings - the machine on the footpath is such a horrible looking thing, and people playing and look at... well it is just not a good impression, I just don't like it at all.

Q. Do the distributors in the industry serve all your present needs and if not, what additional products or services would you like to see offered?

A. As far as distributors in the industry goes, I think they try to serve our needs but then of course you have to look at this on both sides. As an operator our major problem is in keeping our equipment running so therefore when we bring a machine for service somewhere - by services we mean something beyond comprehending techniques, we have to bring it back to the sort of manufacturer - our major problem is time. Wouldn't it be wonderful if you could bring in your machine one day and you can pick it up the next day, but sometimes that just doesn't happen. In the old days, when

we were small, we used to bring the machine, they used to fix it in front of us and we used to take it home - it was tremendous for business as we went along. It is alright in video games but in pinballs, sometimes the parts we are looking at 4 to 6 weeks sometimes 2-3 months which is terrible, I know the manufacturers cannot carry all parts, but if we are paying \$6,500 for a pinball and something breaks, we would like at the most one week for the part for the machine to be running again for the simple reason we cannot leave that piece of equipment that calibre out there 2-3 weeks not working. It would be nice if we could bring it one day and pick it up the next but that is not possible. If the manufacturers can carry more parts, which I think to us make a hell a lot of difference, because sometimes you cannot just can't get the parts to service them.

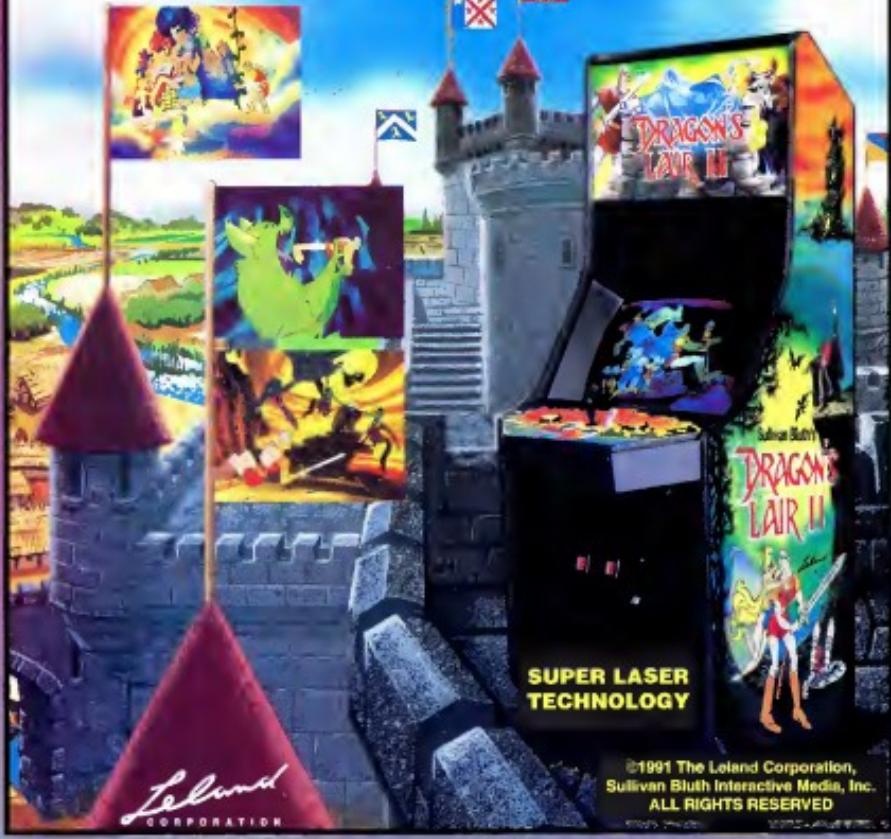
Q. What advice would you have for somebody new coming into the industry today?

A. Well I would wish him all the luck in the world it is a very difficult industry but I think you have to look at the business sort of side of it - it is very competitive, it is a business that cannot really supply security with your investments. I think you have to be a bit of a gambler in this business if you are prepared to go for broke, this is your industry, but if you are sort of very intimidated, you have to sort of stay away from it, you can't do it.

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